

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing/Development Committee

July 2, 2018

The McKinney Convention & Visitors Bureau Marketing & Development Committee met on July 2, 2018, at 200 W. Virginia Street, McKinney Texas.

In attendance were Board members: Vice-Chairman Jennifer Estes, Secretary/Treasurer Connie Gibson, and Director Julie Baublis, and staff members, Executive Director Dee-dee Guerra & Communications Manager Beth Shumate.

The meeting was called to order at 3:00 p.m.

Committee members discussed the final packages submitted by the three recipients of the first round of grants for FY 2017-18 and approved reimbursements for the first round of grant recipients (Yellow Wood, Art Meets Floral and Kiwanis Triathlon). While the committee members were not sure about how many hotel room nights these events brought to the City this year, Committee chair Ms. Estes pointed out the fact that whether or not we got hotel nights from the events, the fact that they were more heavily publicized because of our support was great exposure for McKinney and lays the groundwork to build on for more visitation to McKinney.

Ms. Guerra pointed out that there was one portion of the grant materials that needs to be revised in order to clarify requirements of grant recipients in acknowledging support from the MCVB. The committee also discussed that the artwork used in marketing materials for the events did not make our identity as the CVB clear enough. Moving forward, we will give recipients the purple Visit McKinney logo which is consistent with our Visitors Guide and website.

The committee decided on dates for the new fiscal year grant cycles, the first of which will be earlier than last year with applications due October 1, 2018 and presentations made by applicants at the MCVB board meeting on October 22, 2018. Recipients will be voted upon and named at the board's November 27, 2018 meeting. Second round dates will remain the same as the current year with applications due in early February 1, 2019, applicant presentations made at the February 26, 2018 board meeting, and recipients will be announced at the March 26, 2019 board meeting. This schedule evenly spaces the two rounds to be about six months apart rather than as close together as they were in the current fiscal year.

The committee discussed making a recommendation to the board that a cap of \$5000 be placed on any one grant award, and will be written in the grant packet that recipients may qualify for amounts up to \$5000.

Ms. Shumate updated the committee on how CrowdRiff is working now that we are just over a month into using this social media sharing tool. The committee liked the look of the galleries. The committee members expressed excitement at being able to use some of the user generated content in our marketing and promotions.

The MCVB Marketing/Development Committee meeting was adjourned at 3:50 p.m.

Jennifer Estes
MCVB Marketing/Development Committee